

# CONTRACT



**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

www.wave3.com

And:

**Strategic Media Placement, LLC**  
**3946 North Hampton Dr.**  
**Powell, OH 43065**

<u>Contract / Revision</u> 781735 /		<u>Alt Order #</u> 06185437
<u>Product</u> MIKE PENCE INDIANA		
<u>Contract Dates</u> 06/19/12 - 07/03/12	<u>Estimate #</u> 2399	
<u>Advertiser</u> Pence, Mike for Governor		<u>Original Date / Revision</u> 06/18/12 / 06/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	06/19/12	06/21/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	-T-T---				2	\$250.00			
N 2	WAVE	06/25/12	06/29/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWTF--				5	\$200.00			
N 3	WAVE	07/02/12	07/02/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	1-----				1	\$200.00			
N 4	WAVE	06/19/12	06/21/12	NBC Today Show	7-9am		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	-TWT---				3	\$300.00			
N 5	WAVE	06/25/12	06/28/12	NBC Today Show	7-9am		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWT---				4	\$275.00			
N 6	WAVE	07/02/12	07/02/12	NBC Today Show	7-9am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	1-----				1	\$275.00			
N 7	WAVE	06/19/12	06/21/12	NBC Today Show II 9-10AM	9-10am		:30			NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	-T-T---				2	\$190.00			
N 8	WAVE	06/26/12	06/28/12	NBC Today Show II 9-10AM	9-10am		:30			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	-T-T---				2	\$170.00			
N 9	WAVE	06/19/12	06/22/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	-TW-F--				3	\$360.00			
N 10	WAVE	07/03/12	07/03/12	NBC Today Show	7-9am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/02/12	07/08/12	-1-----				1	\$275.00			
N 11	WAVE	07/03/12	07/03/12	NBC Today Show II 9-10AM	9-10am		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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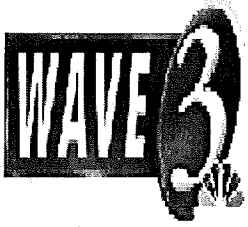
<u>Contract / Revision</u> 781735 /		<u>Alt Order #</u> 06185437
<u>Contract Dates</u> 06/19/12 - 07/03/12		<u>Product</u> MIKE PENCE INDIANA
<u>Advertiser</u> Pence, Mike for Governor		<u>Estimate #</u> 2399
		<u>Original Date / Revision</u> 06/18/12 / 06/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/02/12	07/08/12	-1-----				1	\$170.00			
N 12	WAVE	06/27/12	06/29/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	--W-F--				2	\$300.00			
N 13	WAVE	06/19/12	06/21/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-T-T---				2	\$450.00			
N 14	WAVE	06/25/12	06/28/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWT---				4	\$375.00			
N 15	WAVE	07/02/12	07/02/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/02/12	07/08/12	1-----				1	\$375.00			
N 16	WAVE	06/24/12	07/01/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-----1				1	\$300.00			
		Week: 06/25/12	07/01/12	-----1				1	\$300.00			
N 17	WAVE	06/27/12	07/01/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	--WTF--				3	\$400.00			
N 18	WAVE	06/19/12	06/20/12	Late News M-Sat	11-1136pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-TW----				2	\$400.00			
N 19	WAVE	06/25/12	06/28/12	Late News M-Sat	11-1136pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWT---				4	\$350.00			
N 20	WAVE	07/02/12	07/02/12	Late News M-Sat	11-1136pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/02/12	07/08/12	1-----				1	\$350.00			
N 21	WAVE	06/23/12	06/23/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-----1-				1	\$200.00			
N 22	WAVE	06/30/12	06/30/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-----1-				1	\$180.00			
N 23	WAVE	06/24/12	06/24/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-----1				1	\$200.00			
N 24	WAVE	07/01/12	07/01/12	NBC Sunday Today Show	8-9am		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-----1				1	\$180.00			
N 25	WAVE	06/24/12	07/01/12	NBC Meet The Press	VARIOUS		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/18/12	06/24/12	-----1				1	\$350.00			
		Week: 06/25/12	07/01/12	-----1				1	\$350.00			
Totals											52	\$15,405.00

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781735 /		06185437
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/19/12 - 07/03/12	MIKE PENCE INDIANA	2399
<u>Advertiser</u>		<u>Original Date / Revision</u>
Pence, Mike for Governor		06/18/12 / 06/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>						
06/01/12 - 06/30/12		43		\$12,930.00		\$10,990.50						
07/01/12 - 07/03/12		9		\$2,475.00		\$2,103.75						
<b>Totals</b>		<b>52</b>		<b>\$15,405.00</b>		<b>\$13,094.25</b>						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date</b>
------------------------------	-------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title